

CLAIMS

1. A gaming system comprising:

- a game server,
- 5 - a gaming platform usable by a player to play a game associated with the game server,
- a communication network for providing communication between the gaming platform and the game server, and
- a prize supplier database for storing data, including location data, about prize
- 10 suppliers;

the game server comprising a prize signal generator for generating a prize signal upon a predetermined game occurrence resulting from playing of the game using the gaming platform, and a control arrangement for responding to the generation of said prize signal by communicating location information about an appropriate prize supplier for

15 receipt by said player, the control arrangement being arranged to select said appropriate prize supplier from the prize supplier database on the basis of at least one selection parameter.

2. A gaming system according to claim 1, in which the said at least one selection

20 parameter comprises a location associated with the player.

3. A gaming system according to claim 2, in which the said at least one selection parameter further comprises at least one of a prize type indicated by the player and prize availability at the prize suppliers.

25 4. A gaming system according to claim 2, in which the gaming platform is a mobile gaming platform and the said location associated with the player is the current location of the gaming platform, the system further comprising a location determining apparatus for determining the location of the gaming platform.

30 5. A gaming system according to claim 4, in which the communication network is a cellular network and the location determining apparatus comprises part of the

communication network to locate the gaming platform to a given cell of the cellular communication network.

5 6. A gaming system according to claim 4, in which the control arrangement of the game server is arranged to select said appropriate prize supplier as the prize supplier that is closest to the said current location of the gaming platform.

7. A gaming system according to claim 4, in which the location information comprises at least one of:

- 10 - the location of the selected prize supplier;
- the position of the selected prize supplier relative to the current location of the gaming platform; and
- a route guide to the selected prize supplier from the current location of the gaming platform.

15

8. A gaming system according to claim 2, in which the said location associated with the player is a specific location input by the player, the system further comprising means for accepting user input of said specific location.

20 9. A gaming system according to claim 8, in which the control arrangement of the game server is arranged to select said appropriate prize supplier as the prize supplier that is closest to the said specific location.

25 10. A gaming system according to claim 8, in which the location information comprises at least one of:

- the location of the selected prize supplier;
- the position of the selected prize supplier relative to said specific location; and
- a route guide to the selected prize supplier from said specific location.

30 11. A gaming system according to claim 1, in which the gaming platform is a mobile gaming platform.

12. A gaming system according to claim 11, in which the game is a location based game, the system further comprising a location determining apparatus for determining the location of the gaming platform.

5 13. A gaming system according to claim 1, in which the location information comprises a route guide to the selected prize supplier from a location associated with the player.

10 14. A gaming system according to claim 13, in which the gaming platform is a mobile gaming platform and said location associated with the player is the current location of the gaming platform, the system further comprising a location determining apparatus for determining the location of the gaming platform.

15 15. A gaming system according to claim 1, in which said control arrangement is arranged to communicate the location information to the gaming platform.

16. A gaming system according to claim 1, in which the system further comprises means for transmitting a prize code signal for a player.

20 17. A gaming system according to claim 1, in which the system further comprises means for transmitting a prize entitlement signal to the selected prize supplier.

18. Apparatus comprising:

- 25 - a game server for communicating, via a communication network, with at least one gaming platform on which a player can play a game associated with the game server, and
- a prize supplier database for storing data, including location data, about prize suppliers;

30 the game server comprising a prize signal generator for generating a prize signal upon a predetermined game occurrence resulting from playing of said game on the gaming platform, and a control arrangement for responding to the generation of said prize signal by communicating location information about an appropriate prize supplier for

receipt by said player, the control arrangement being arranged to select said appropriate prize supplier from the prize supplier database on the basis of at least one selection parameter.

- 5 **19.** Apparatus according to claim 18, in which the said at least one selection parameter comprises a location associated with the player.

- 20.** Apparatus according to claim 19, in which the said at least one selection parameter further comprises at least one of a prize type indicated by the player and
10 prize availability at the prize suppliers.

- 21.** Apparatus according to claim 19, in which the gaming platform is a mobile gaming platform and the said location associated with the player is the current location of the gaming platform, the apparatus further comprising means for communicating
15 with location determining apparatus for determining the location of the gaming platform.

- 22.** Apparatus according to claim 21, in which the control arrangement of the game server is arranged to select said appropriate prize supplier as the prize supplier that is
20 closest to the current location of the gaming platform.

- 23.** Apparatus according to claim 21, in which the location information comprises at least one of:
- the location of the selected prize supplier;
 - 25 - the position of the selected prize supplier relative to the current location of the gaming platform; and
 - a route guide to the selected prize supplier from the current location of the gaming platform.

- 30 **24.** Apparatus according to claim 18, in which the said location associated with the player is a specific location input by the player, the apparatus further comprising means for accepting user input of said specific location.

25. Apparatus according to claim 24, in which the control arrangement of the game server is arranged to select said appropriate prize supplier as the prize supplier that is closest to the said specific location.

5

26. Apparatus according to claim 24, in which the location information comprises at least one of:

- the location of the selected prize supplier;
- the position of the selected prize supplier relative to said specific location; and
- 10 - a route guide to the selected prize supplier from said specific location.

27. Apparatus according to claim 18, in which the gaming platform is a mobile gaming platform.

15 28. Apparatus according to claim 21, in which the game is a location based game.

29. Apparatus according to claim 18, in which the location information comprises a route guide to the selected prize supplier from a location associated with the player.

20 30. Apparatus according to claim 29, in which the gaming platform is a mobile gaming platform and said location associated with the player is the current location of the gaming platform, the apparatus further comprising means for communicating with a location determining apparatus for determining the location of the gaming platform.

25 31. Apparatus according to claim 18, in which said control arrangement is arranged to communicate the location information to the gaming platform.

32. Apparatus according to claim 18, in which the game server further comprises means for transmitting a prize code signal for a player.

30

32. Apparatus according to claim 18, in which the game server further comprises means for transmitting a prize entitlement signal to the selected prize supplier.

33. A game-prize information method comprising:

- (a) communicating game data via a communication network between a game server
5 and a gaming platform on which a player can play a game associated with the game server,
- (b) upon a prize signal being generated from playing of the game on the gaming platform, selecting on the basis of at least one selection parameter, an appropriate prize supplier from a prize supplier database, and
- 10 (c) communicating location information about the selected prize supplier for receipt by said player.

34. A method according to claim 33, further comprising generating the prize signal upon a predetermined game occurrence.

15

35. A method according to claim 33, in which in (b) the said at least one selection parameter comprises a location associated with the player.

36. A method according to claim 35, in which the said at least one selection
20 parameter further comprises at least one of a prize type indicated by the player and prize availability at the prize suppliers.

37. A method according to claim 35, in which the gaming platform is a mobile gaming platform and the said location associated with the player is the current location
25 of the gaming platform, the method further comprising determining the current location of the gaming platform and using this location in (b) to select the appropriate prize supplier.

38. A method according to claim 37, in which in (b) the said appropriate prize
30 supplier is selected to be the prize supplier that is closest to the said current location of the gaming platform.

39. A gaming system according to claim 37, in which the location information comprises at least one of:

- the location of the selected prize supplier;
- the position of the selected prize supplier relative to the current location of the gaming platform; and
- a route guide to the selected prize supplier from the current location of the gaming platform.

40. A method according to claim 35, in which the said location associated with the player is a specific location input by the player.

41. A method according to claim 40, in which in (b) said appropriate prize supplier is selected to be the prize supplier that is closest to the said specific location.

42. A method according to claim 40, in which the location information comprises at least one of:

- the location of the selected prize supplier;
- the position of the selected prize supplier relative to said specific location; and
- a route guide to the selected prize supplier from said specific location.

43. A method according to claim 33, in which the gaming platform is a mobile gaming platform.

44. A method according to claim 43, in which the game is a location based game.

45. A method according to claim 33, in which the location information comprises a route guide to the selected prize supplier from a location associated with the player.

46. A method according to claim 45, in which the gaming platform is a mobile gaming platform and said location associated with the player is the current location of the gaming platform, the method further comprising determining the current location

of the gaming platform and using this location in (b) to select the appropriate prize supplier.

5 **47.** A method according to claim 33, in which in (c) the location information is communicated to the gaming platform.

48. A method according to claim 33, in which (c) further involves transmitting a prize code signal for a player.

10 **49.** A method according to claim 33, in which (c) further involves transmitting a prize entitlement signal to the selected prize supplier.